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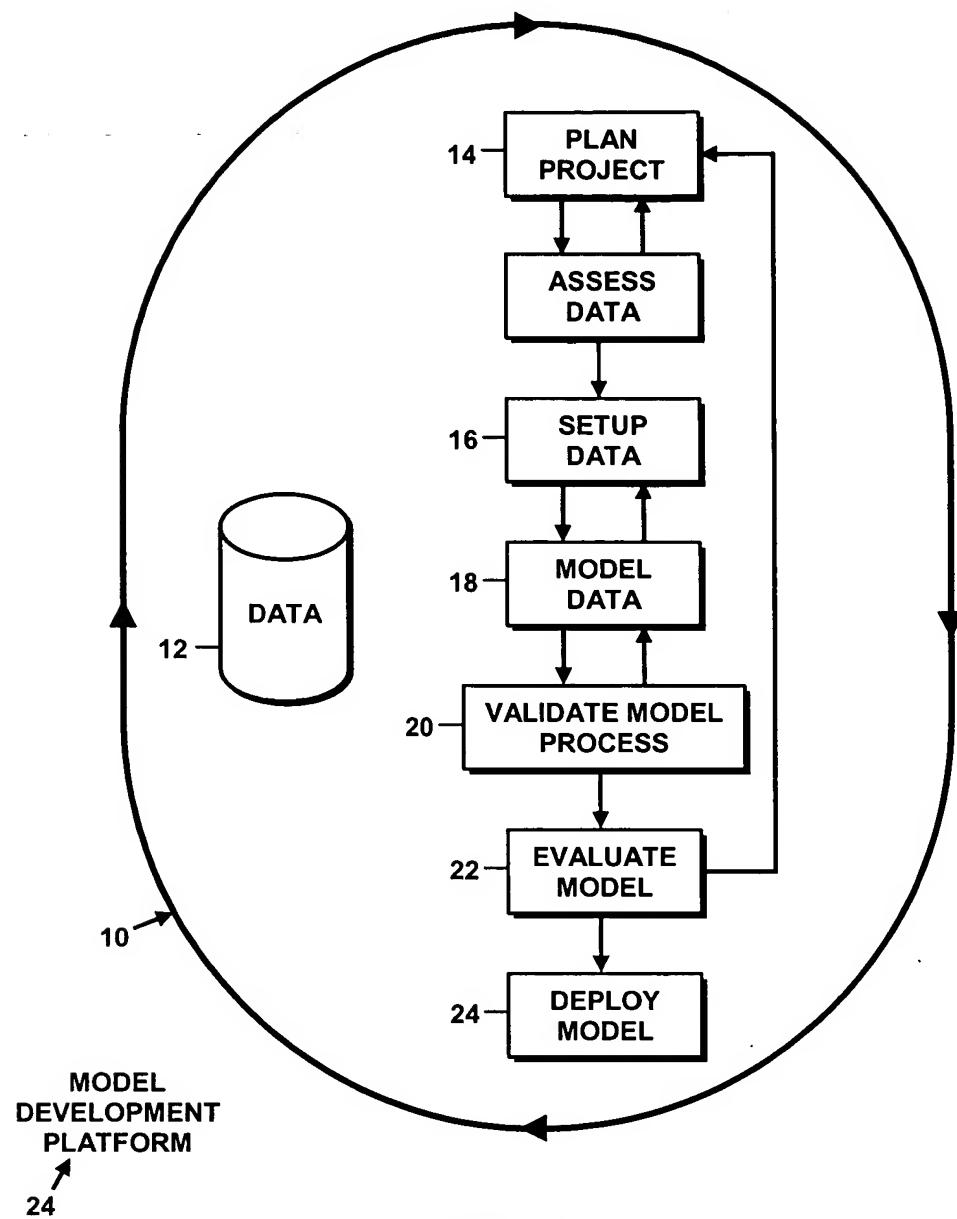
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**FIG. 1**

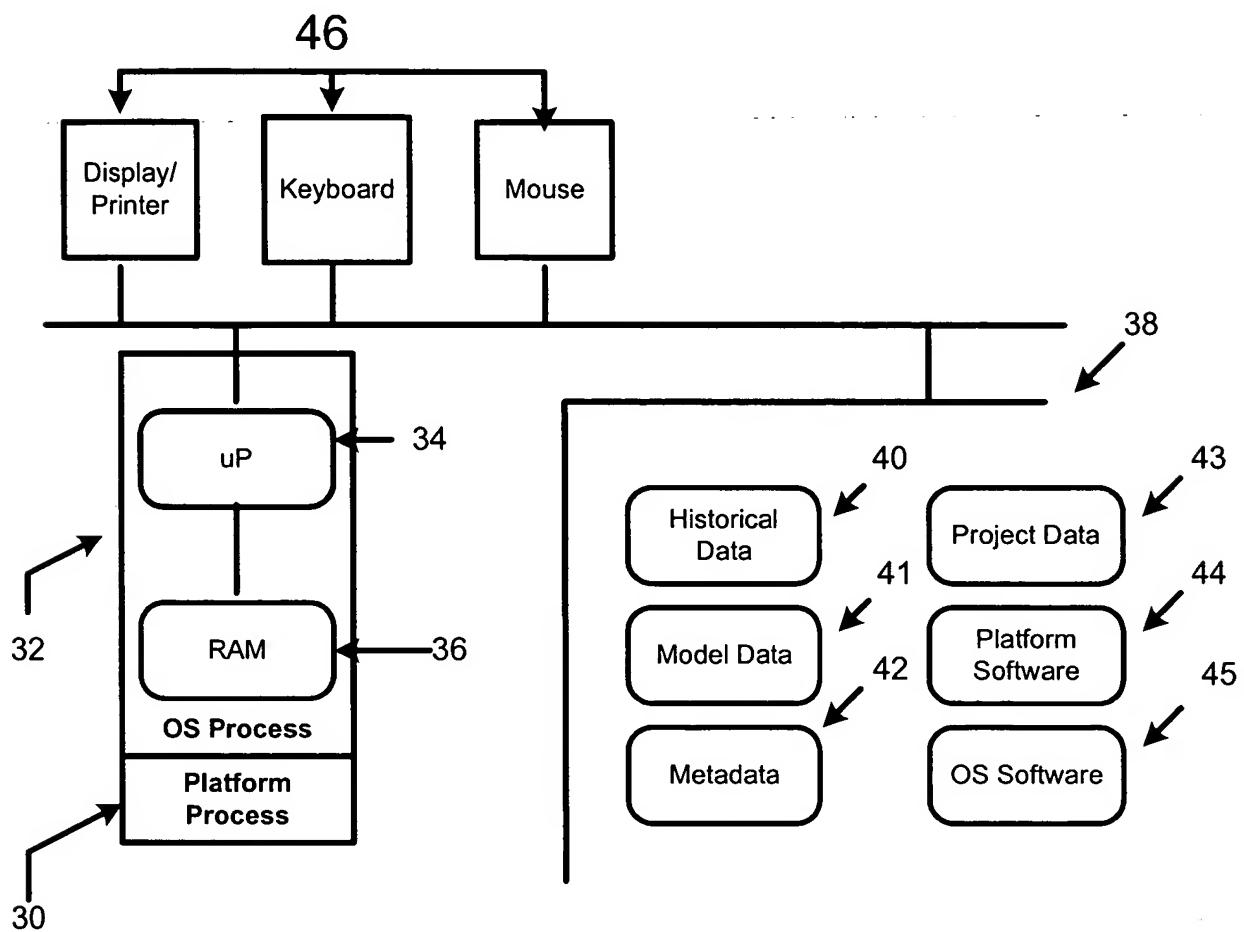


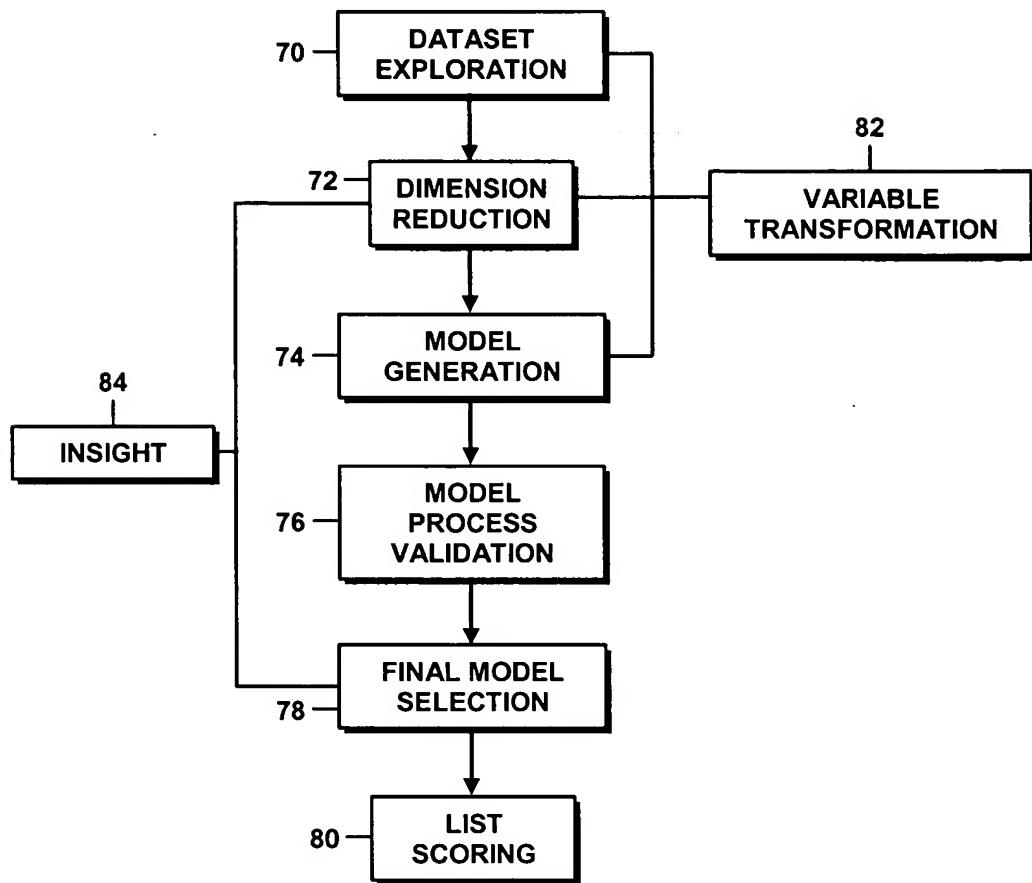
FIGURE 2

50

52

|    | Field Name                                 | Data Type  | Description   |
|----|--|------------|---|
| 1  | ProjectID                                  | AutoNumber | Unique Number indexing Model Projects   |
| 2  | ProjectName                                | Text       | Reference Name for Model Project  |
| 3  | ProjectType                                | Text       | Type of Model to be constructed (Response, Clone, Suppression, ....)                            |
| 4  | ProjectGoal                                | Text       | Analyst-defined goal for current Model Project  |
| 5  | ProjectBeginDate                           | Date/Time  | Identifying Time Stamp for first use  |
| 6  | ProjectEndDate                             | Date/Time  | Last used Time Stamp  |
| 7  | ProjectDataset                             | Text       | Full pathname reference to Development dataset  |
| 8  | ProjectDataDictionary                      | Text       | Full pathname reference to metadata and Model status and data                                   |
| 9  | ProjectLog                                 | Text       | Full pathname reference to log of Analyst decisions   |
| 10 | DependentVariable                          | Text       | Target variable selected for Model  |
| 11 | ModelFitnessCriterion                      | Number     | Desired c-index for Model set by Analyst  |
| 12 | ModelPerformanceCriterion                  | Number     | Desired zone of positive Model Gain set by Client   |
| 13 | ModelPerformanceMonotonicityCriterion      | Number     | Desired level of Monotonicity   |
| 14 | DevelopmentDatasetSize                     | Number     | Total number of records in Development Dataset  |
| 15 | PositiveOutcomes(%)                        | Number     | Number of successful outcomes as a percent of Development Dataset Size                          |
| 16 | SampleSize(%)                              | Number     | Size of Training Sample as a percent of total Development Dataset Size used for Candidate Model |
| 17 | VariableCount                              | Number     | Initial Number of Predictor Variables   |
| 18 | SampleDistribution                         | Hyperlink  | Distribution of Predictor Variables: Graphs and Statistics                                      |
| 19 | SamplebyDistribution                       | Hyperlink  | Distribution of Predictor Variables for Positive and Negative Outcomes                          |
| 20 | InteractionTree                            | Hyperlink  | Cross-validated Partition Tree for Key Predictor Variables                                      |
| 21 | DimensionReductionMissingFilter            | Number     | Number of Predictor Variables Eliminated for Missing Variables                                  |
| 22 | DimensionReductionCutoff                   | Number     | Cutoff set by Analyst for Percent of Missing Values Acceptable                                  |
| 23 | DimensionReductionMainEffects              | Number     | Number of Predictor Variables Retained for Main Effects   |
| 24 | DimensionReductionMainEffectsCutoff        | Number     | Cutoff set by Analyst for Significance of Main Effects  |
| 25 | DimensionReductionInteractionEffects       | Number     | Number of Predictor Variables Retained for Interaction Effects                                  |
| 26 | DimensionReductionInteractionEffectsCutoff | Number     | Cutoff set by Analyst for Significance of Interaction Effects                                   |
| 27 | DimensionReductionVariableCount            | Number     | Number of Predictor Variables resulting from Dimension Reduction                                |
| 28 | CandidateModelChoice                       | Text       | Model Type applied to Dimension Reduced Dataset   |
| 29 | CandidateModelChoiceConstraint             | Number     | Retention Cutoff or Significance Level for Model Variables                                      |
| 30 | CandidateModelResults                      | Hyperlink  | Model Fitting Results   |
| 31 | CandidateModelLiftChart                    | Hyperlink  | Model Non-cumulative Lift Chart   |
| 32 | CandidateModelPersistenceChart             | Hyperlink  | Model Persistence Chart for Key Variables   |
| 33 | ValidationMethod                           | Text       | Method Selected for Model Development Process Validation  |
| 34 | ValidationMethodResults                    | Hyperlink  | Model Application to Validation Dataset(s) Results  |
| 35 | ValidationMethodLiftChart                  | Hyperlink  | Model Validation Lift Chart   |
| 36 | FinalModelResults                          | Hyperlink  | Model Development Process applied to full Development Dataset Results                           |
| 37 | FinalModelLiftChartComparison              | Hyperlink  | Final Model applied to Sample and Validation Datasets for Cumulative Lift                       |
| 38 | FinalModelNonCumulativeLiftChartComparison | Hyperlink  | Final Model applied to Sample and Validation Datasets for Non-cumulative Lift                   |
| 39 | FinalModelEquation                         | Text       | Model Parameterized Equation using Model Transformed Variables                                  |
| 40 | ScoringDataset                             | Text       | Full pathname reference to Scoring File Input Dataset   |
| 41 | DevelopmentScoringComparison               | Hyperlink  | Key Variable Comparison on Decile Basis   |
| 42 | DevelopmentScoringDistributionComparison   | Hyperlink  | Propensity Score Distribution for Development and Scoring File (Subset)                         |
| 43 | ScoredResults                              | Text       | Full pathname reference to Scoring File Output Dataset  |
| 44 | InsightProfileMethod                       | Text       | Method for Ranking Customer Insight Variables   |
| 45 | InsightProfile                             | Hyperlink  | Ranked List of Key Variables  |
| 46 | InsightProfileChart                        | Hyperlink  | Insight Chart of Key Variable Differential Contribution   |
| 47 | FinalReportEntry                           | Memo       | Final Report Description and Comments   |
| 48 |  |            |   |
| 49 |  |            |   |
| 50 |  |            |   |
| 51 |  |            |   |
| 52 |  |            |   |

FIGURE 3

**FIG. 4**

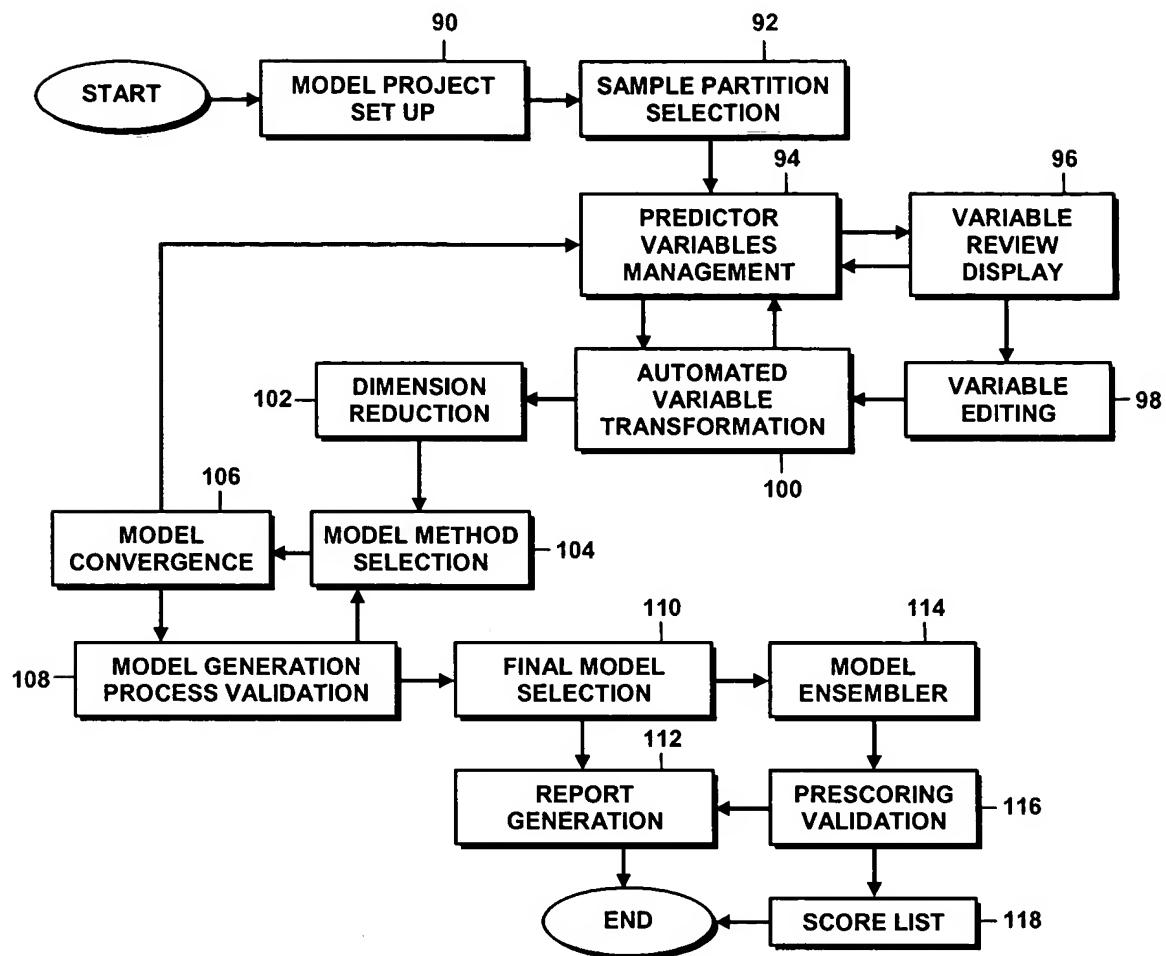
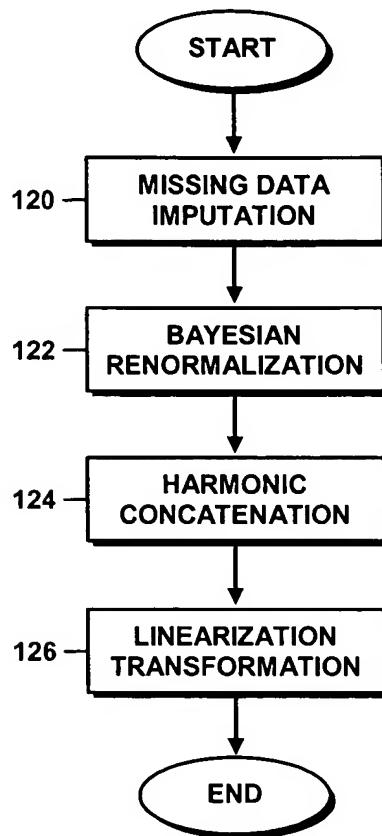
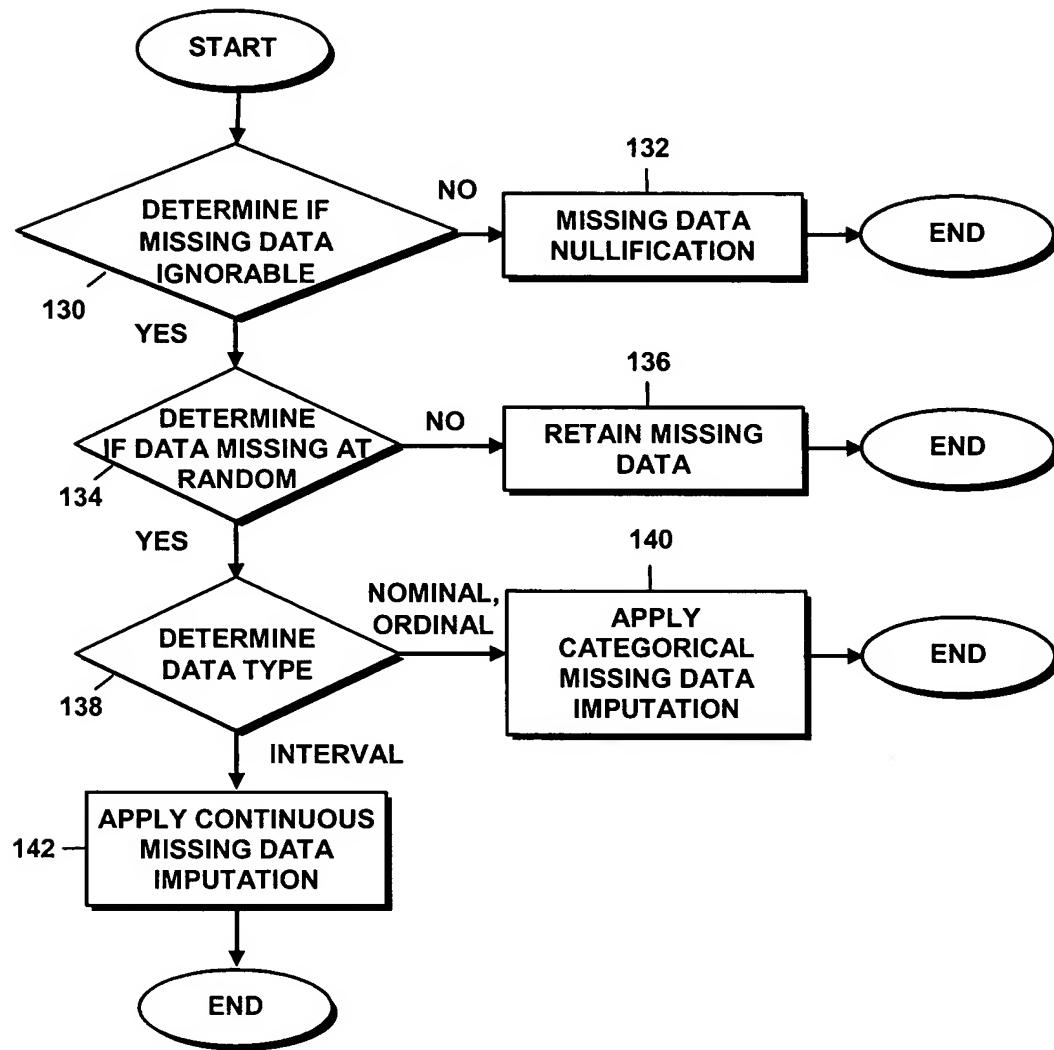
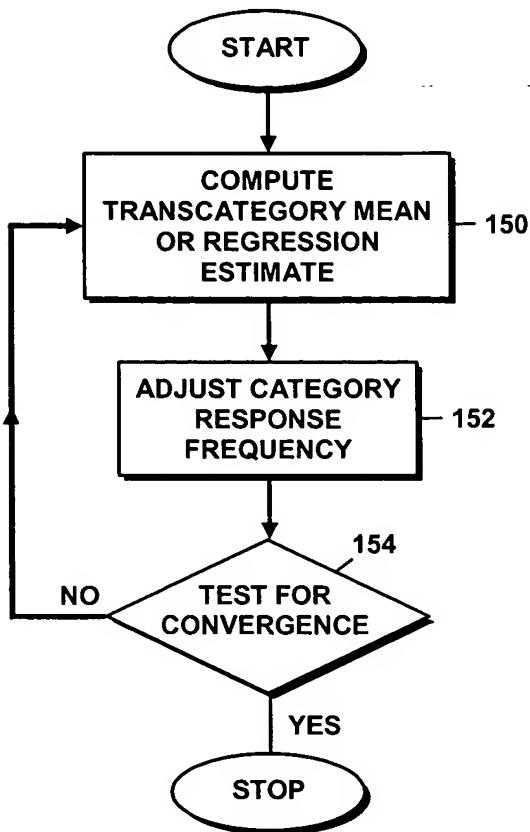


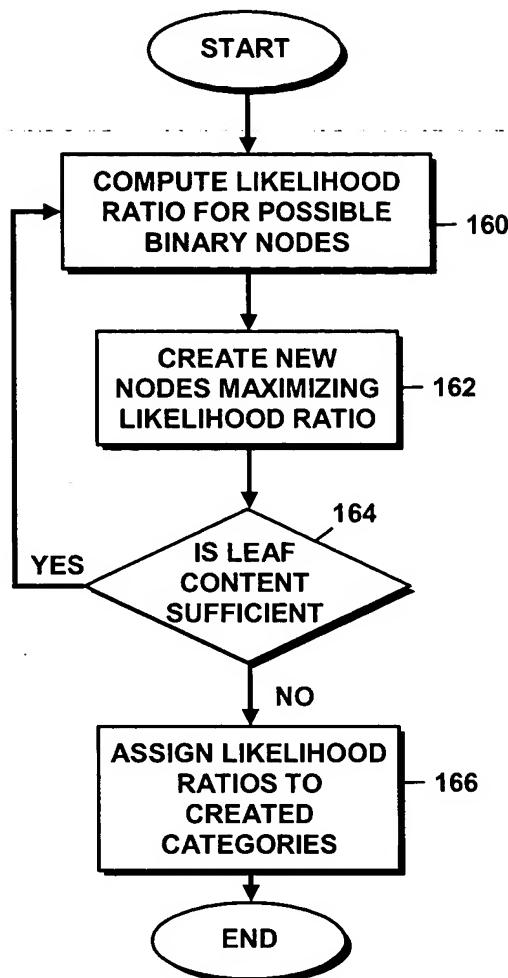
FIG. 5

**FIG. 6**



**FIG. 7**

**FIG. 8**



**FIG. 9**

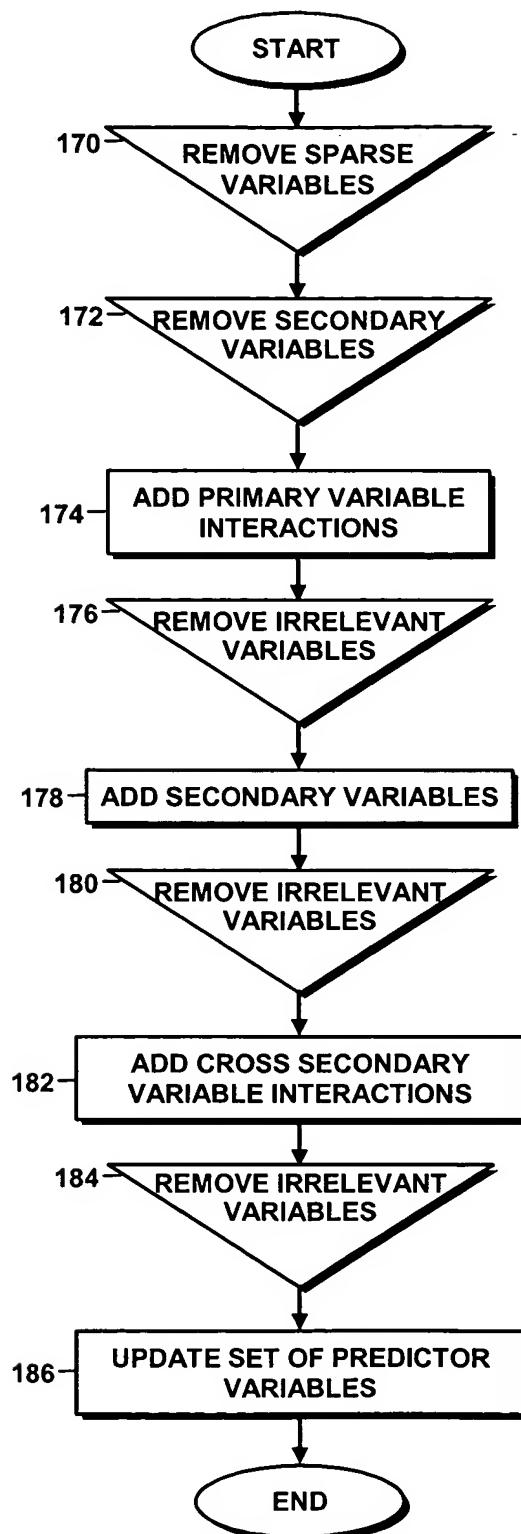
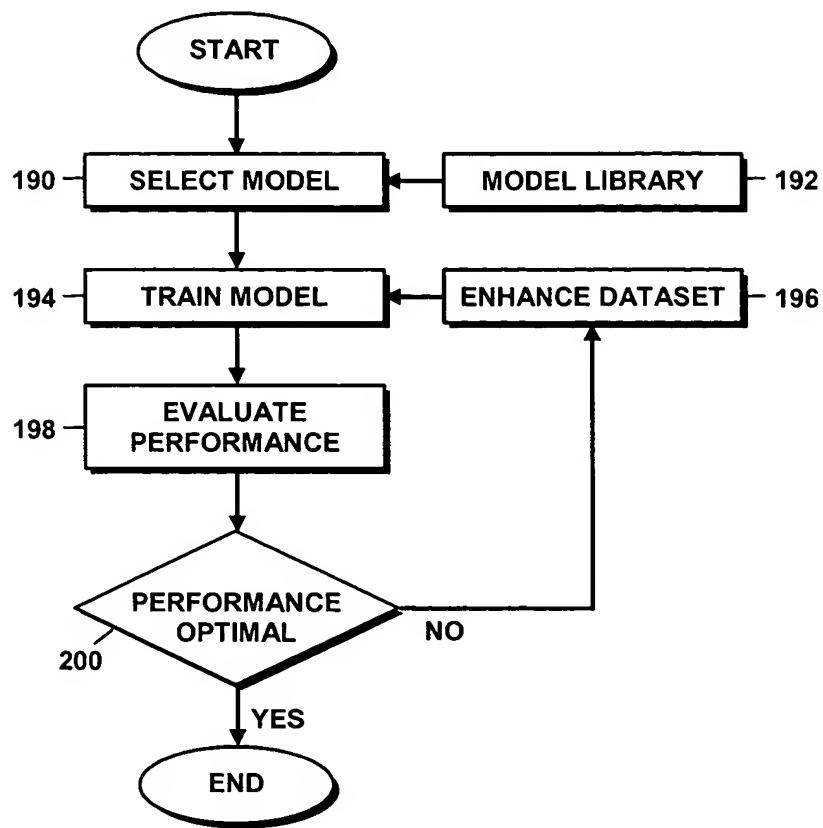


FIG. 10

**FIG. 11**

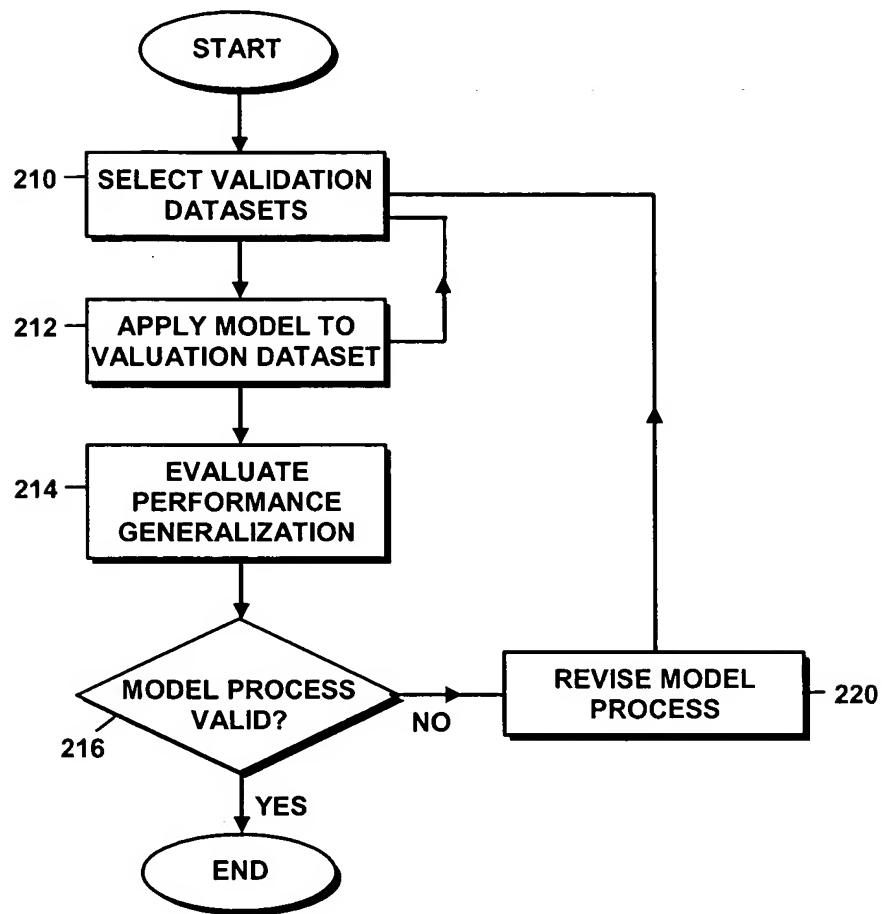
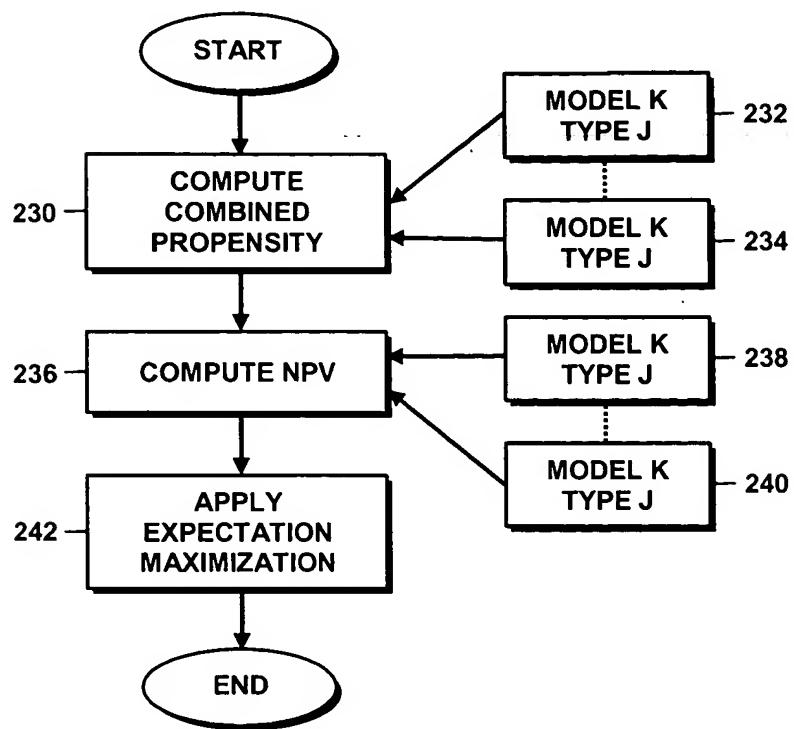


FIG. 12

**FIG. 13**

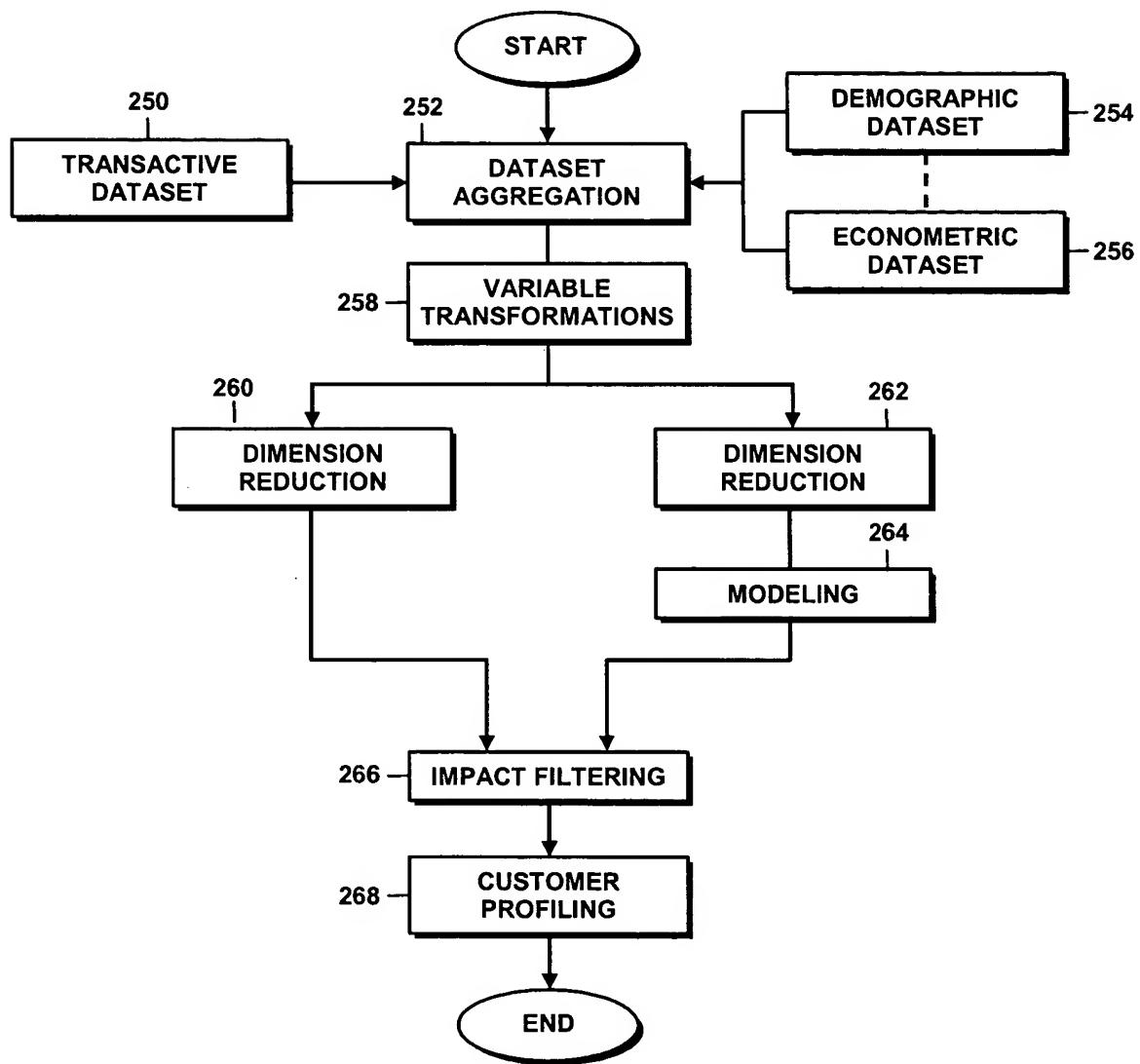
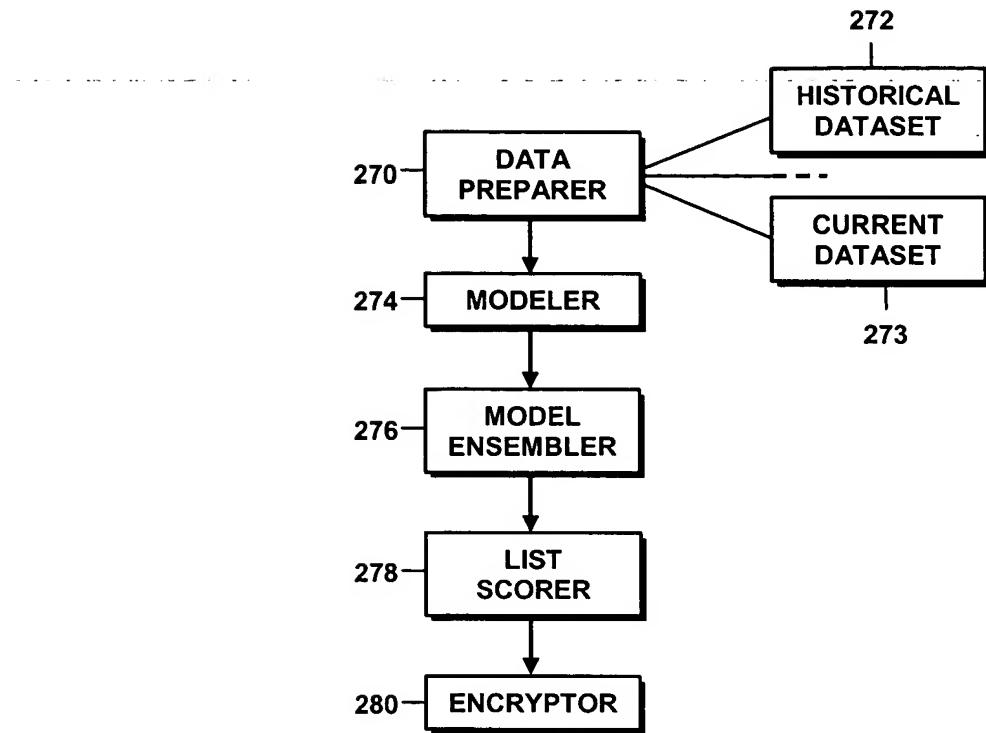


FIG. 14

**FIG. 15**

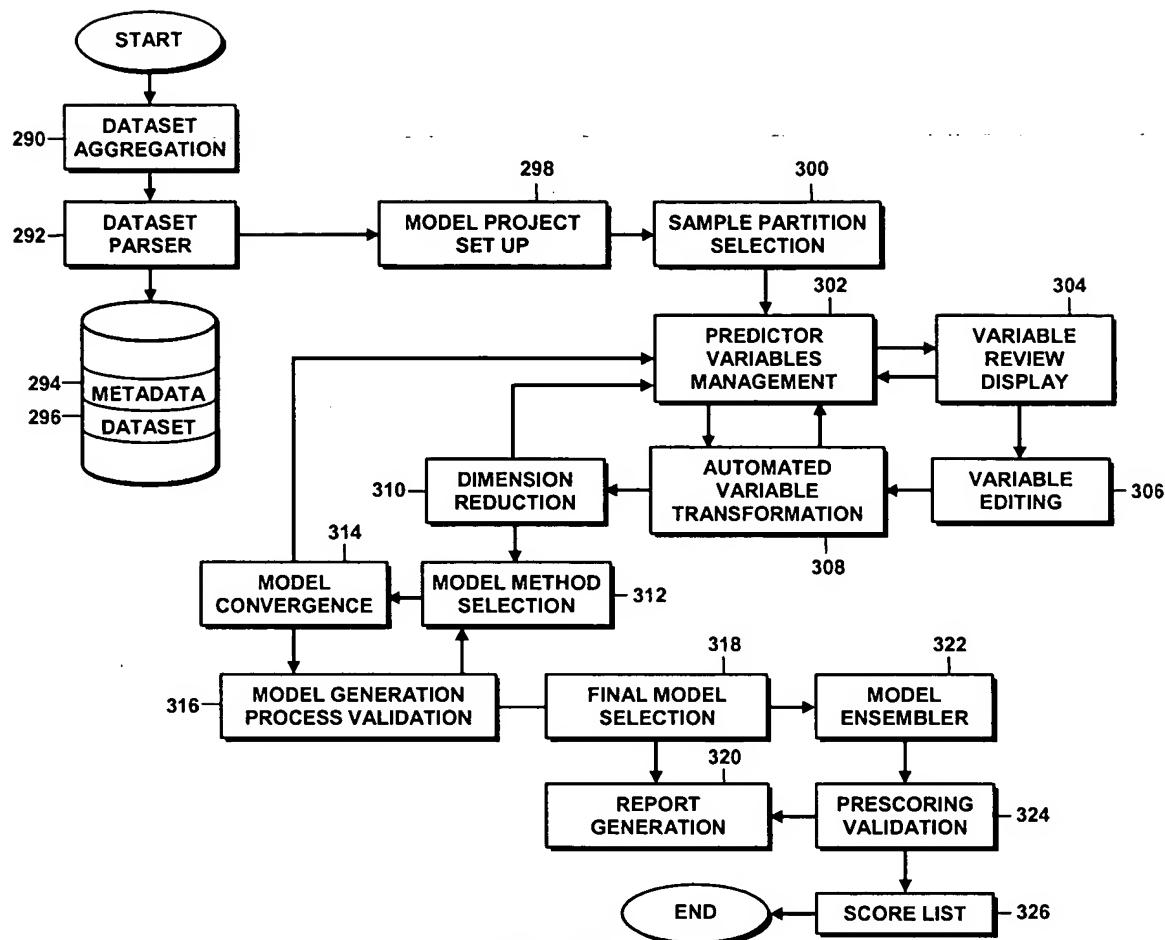


FIG. 16

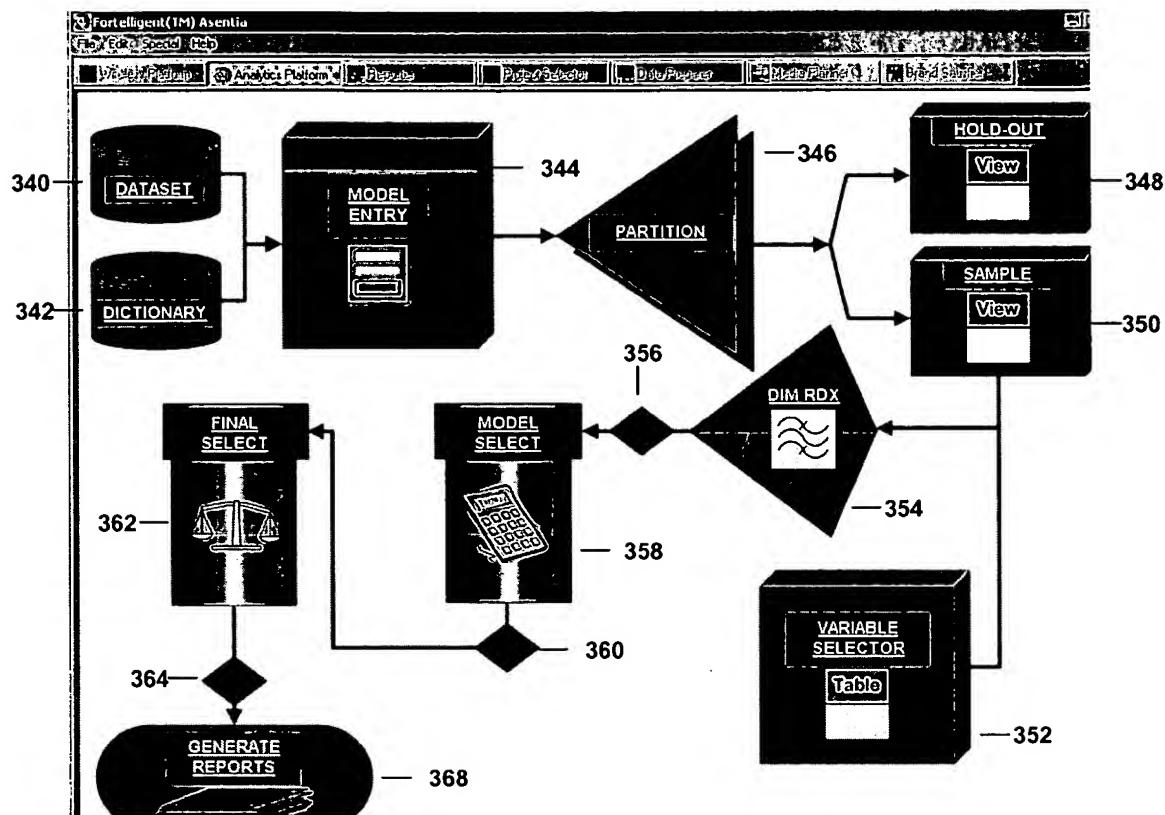


FIG. 17

Model Project Entry Form

Model Name: cme\_Industries\_Marketing\_Model\_7\_03 Model Type: Contact\_Suppression

Model Project Goal or Scope: Identify Optimal Prospects in Repeat Campaign

370 Browse Datasource: C:\TEMP\marketingdata.TXT

372 Browse Dictionary: C:\TEMP\Dictionary1.mdb

374 Dependent Variable (Y): Current\_purchase

Candidate Model Properties:

Success criterion (c >): 0.70

Success criterion (KS >): 0.25

Model Constraints:

Penetration Depth (%): 40

Monotone Lift Required

Impute Missing Values

Model Regressor Variables:

| Variable                       | Variable Description                         |
|--------------------------------|--|
| CustomerID                     | Identification Number for Customer           |
| Current_purchase               | Made a purchase in current campaign          |
| Recent_purchase                | Recently purchased                           |
| Recently_contacted             | Contacted within last 8 months               |
| Very_recently_contacted        | Contacted within last 30 days                |
| Prior_contact_before_purchase1 | Contacted before purchase of first kind      |
| Prior_contact_before_purchase2 | Contacted before purchase of second kind     |
| Prior_purchase1                | Purchase of first kind in recent campaign    |
| Prior_purchase2                | Purchase of second kind in recent campaign   |
| No_recent_purchase1            | No purchase of first kind in recent campaign |
| Regional_group1                | located in Zone 1                            |

376 Submit

FIG. 18A

DataDictionary : Table

| Variable                | Variable Type | Variable Description                | Variable Definition     | Status |
|-------------------------|---------------|-------------------------------------|-------------------------|--------|
| CustomerID              | N             | Identification Number for Customer  | CustomerID              | XP     |
| Current_purchase        | N             | Made a purchase in current campaign | Current_purchase        | P      |
| Recent_purchase         | N             | Recently purchased                  | Recent_purchase         | P      |
| Recently_contacted      | N             | Contacted within last 8 months      | Recently_contacted      | P      |
| Very_recently_contacted | N             | Contacted within last 30 days       | Very_recently_contacted | P      |

FIG. 18B

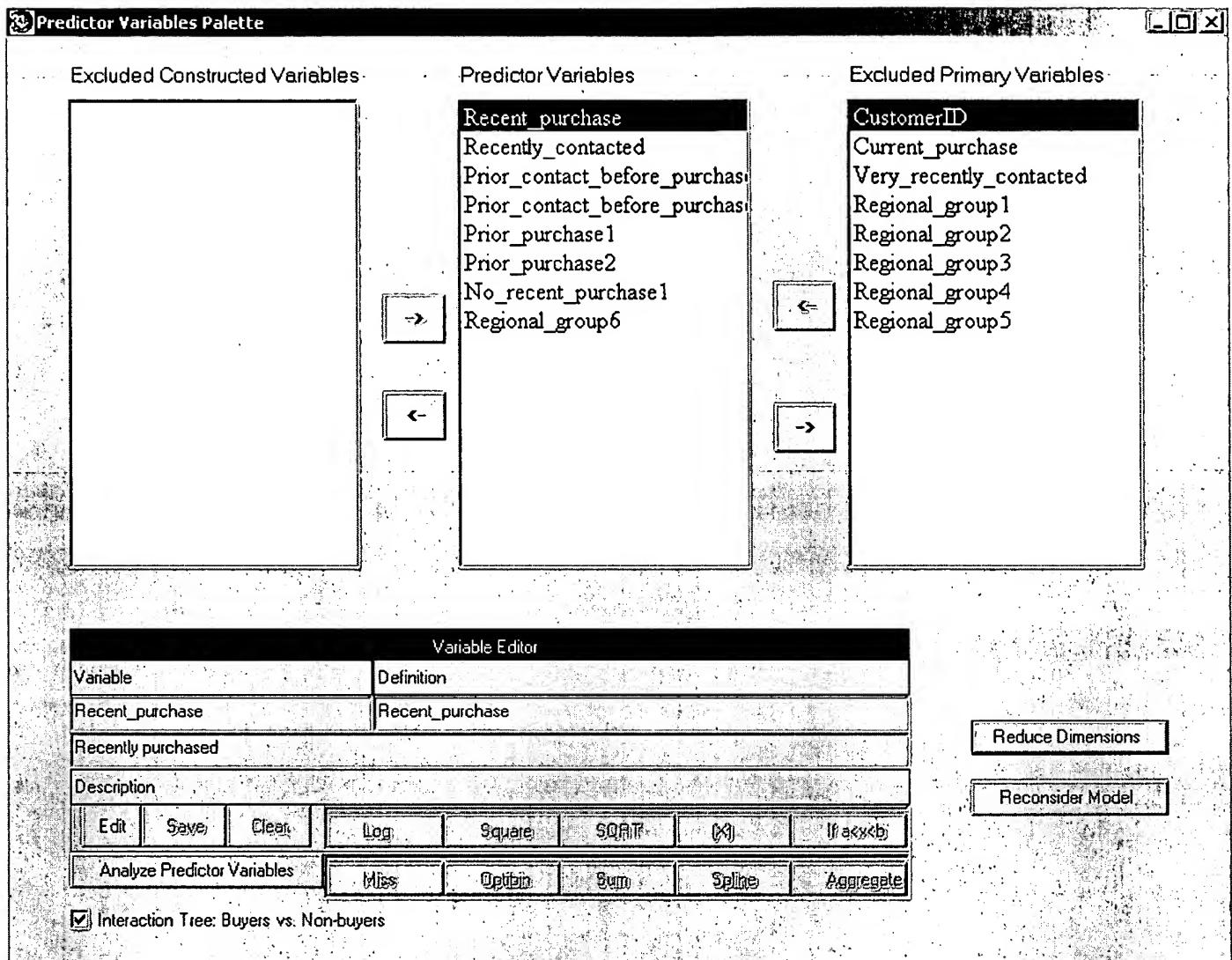


FIG. 19.

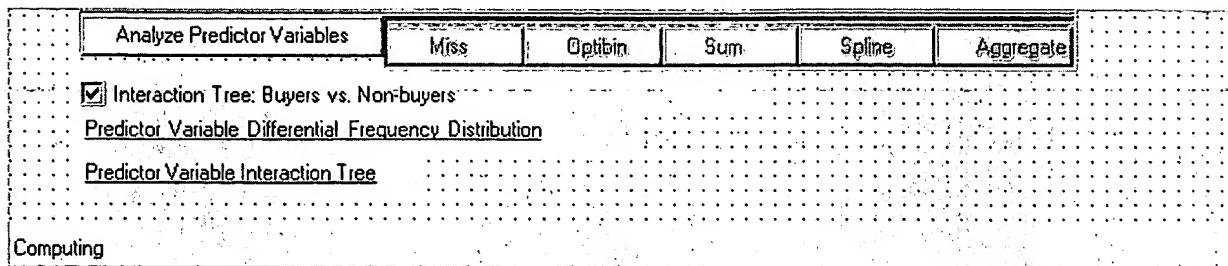


FIG. 20A

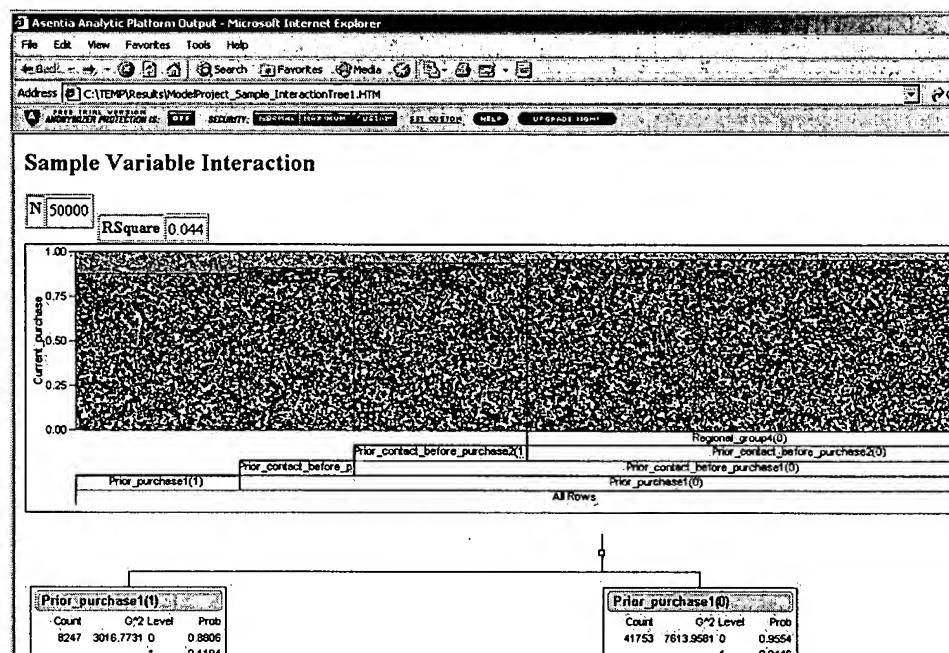


FIG. 20B

**Variable Editor**

|  |                 |
|--|-----------------|
| Variable   | Definition      |
| Recent_purchase  | Recent_purchase |
| <b>Description</b>   |                 |
| Recently purchased   |                 |
| <input type="button" value="Edit"/> <input type="button" value="Save"/> <input type="button" value="Clear"/> <input type="button" value="Log"/> <input type="button" value="Square"/> <input type="button" value="SQRT"/> <input type="button" value="(*)"/> <input type="button" value="If a&lt;x..."/> |                 |
| <input type="button" value="Miss"/> <input type="button" value="Optibin"/> <input type="button" value="Sum"/>  |                 |

FIG. 21A

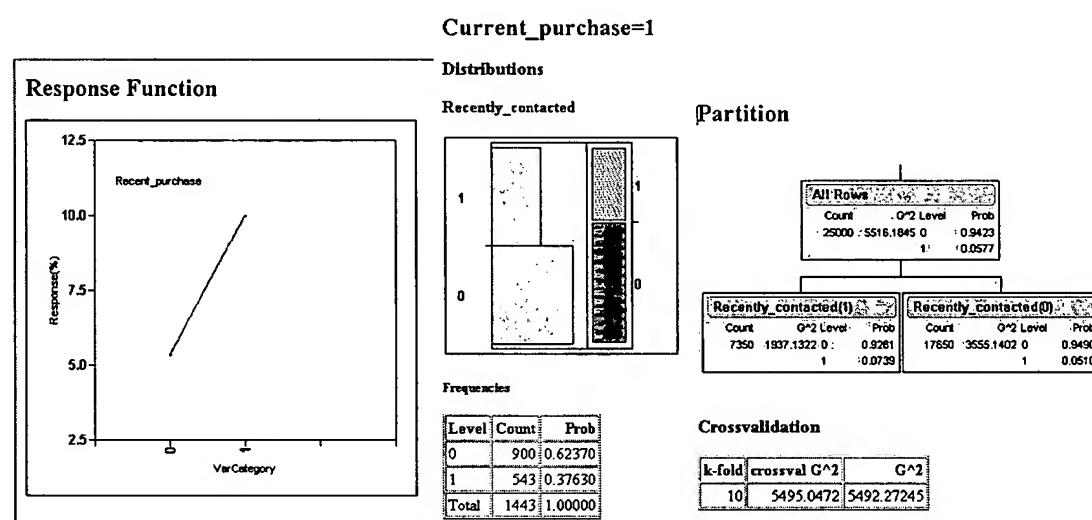


FIG. 21B

**Variable Editor**

|  |                  |
|--|------------------|
| Variable   | Definition       |
| Prior_purchase1_I  | Prior_purchase1* |
| <b>Description</b>   |                  |
| Purchase of first kind in recent campaign  |                  |
| <input type="button" value="Edit"/> <input type="button" value="Save"/> <input type="button" value="Clear"/> <input type="button" value="Log"/> <input type="button" value="Square"/> <input type="button" value="SQRT"/> <input type="button" value="(*)"/> |                  |

FIG. 21C

Variable Editor

|  |  |
|--|--|
| Variable   | Definition                                     |
| Prior_purchase1_1  | Prior_purchase1*Prior_contact_before_purchase1 |
| Description  |  |
| Purchase of first kind in recent campaign AND Contacted before purchase of first kind  |  |
| <input type="button" value="Edit"/> <input type="button" value="Save"/> <input type="button" value="Clear"/> <input type="button" value="Log"/> <input type="button" value="Square"/> <input type="button" value="SQRT"/> <input type="button" value="X"/> |  |

FIG. 21D

Variable Editor

|  |  |
|--|--|
| Variable   | Definition                                     |
| Prior_purchase1_1  | Prior_purchase1*Prior_contact_before_purchase1 |
| Description  |  |
| Purchase of first kind in recent campaign AND Contacted before purchase of first kind  |  |
| <input type="button" value="Edit"/> <input type="button" value="Save"/> <input type="button" value="Clear"/> <input type="button" value="Log"/> <input type="button" value="Square"/> <input type="button" value="SQRT"/> <input type="button" value="X"/> |  |

Revisit Reduction

Cancel

FIG. 21E

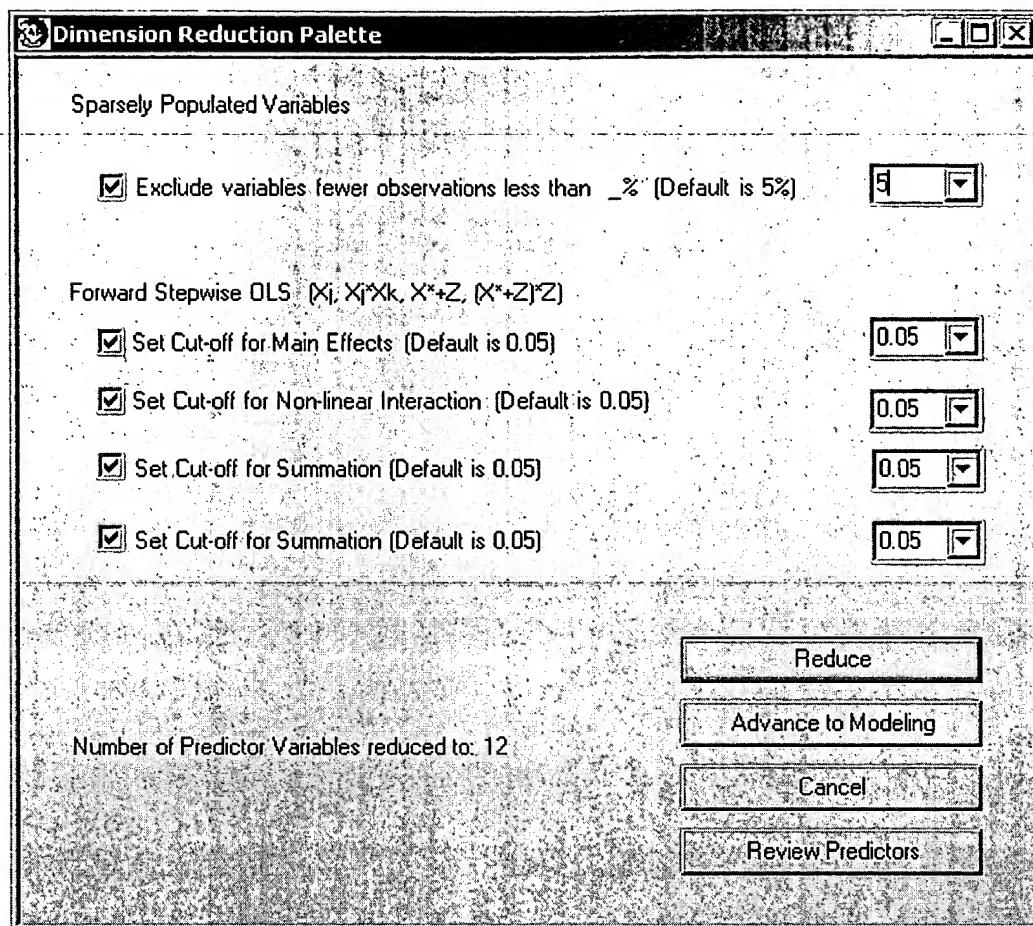


FIG. 22

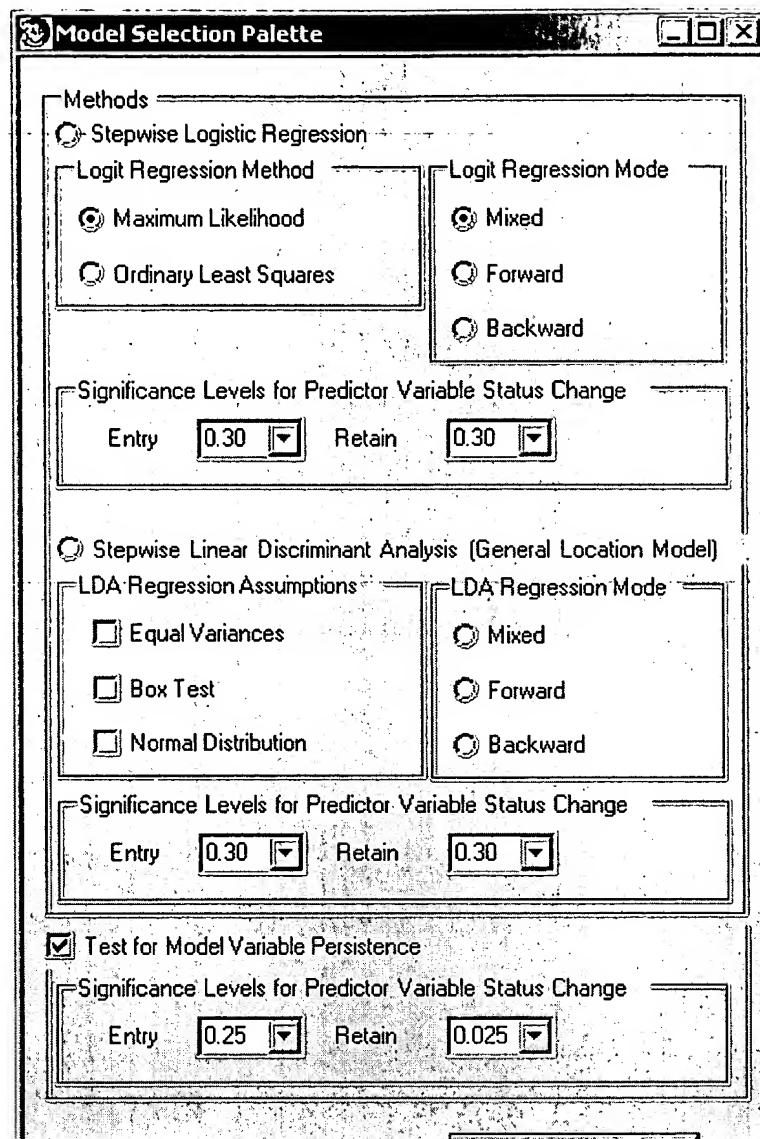
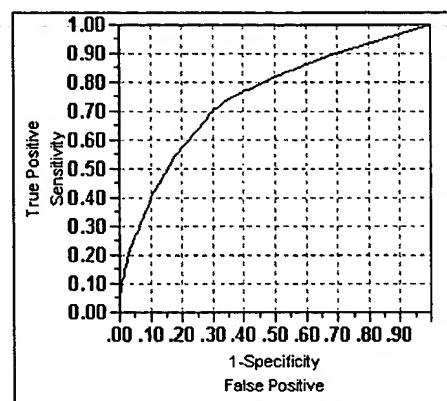


FIG. 23A

**Receiver Operating Characteristic**

Using Current\_Purchase='1' to be the positive level  
Area Under Curve =  
0.74906

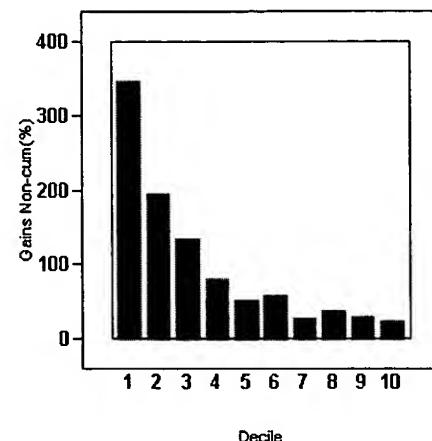
**Model Gains for Sample**

FIG. 23B

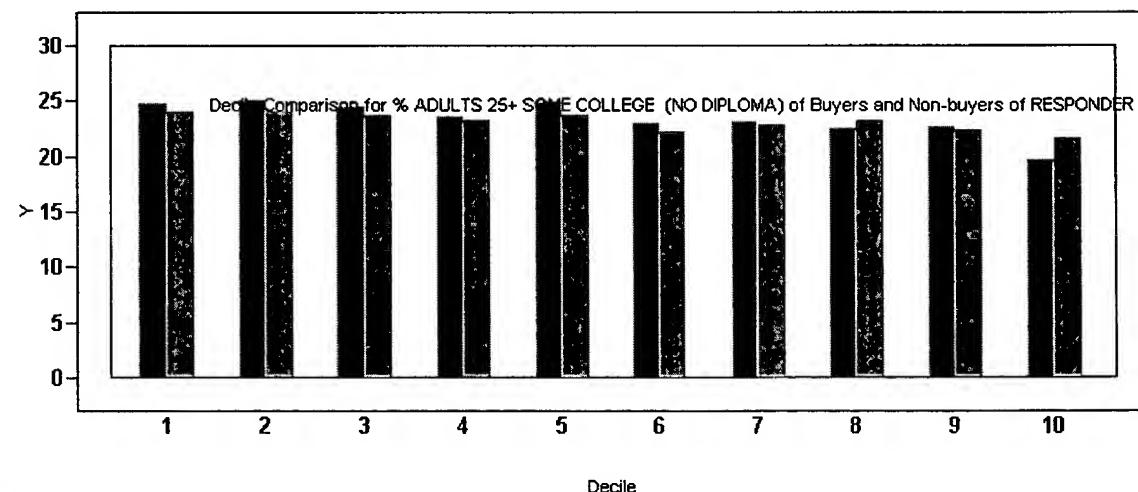
**Persistence of Model for Key Predictor Variables**

FIG. 23C

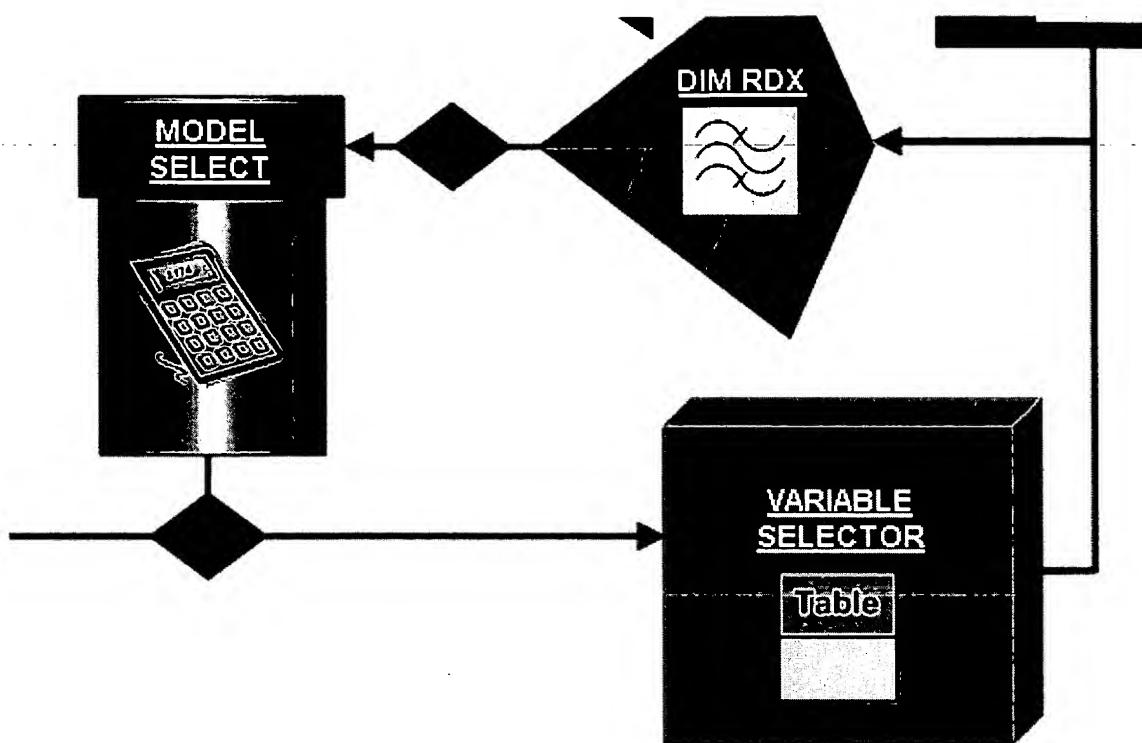


FIG. 24

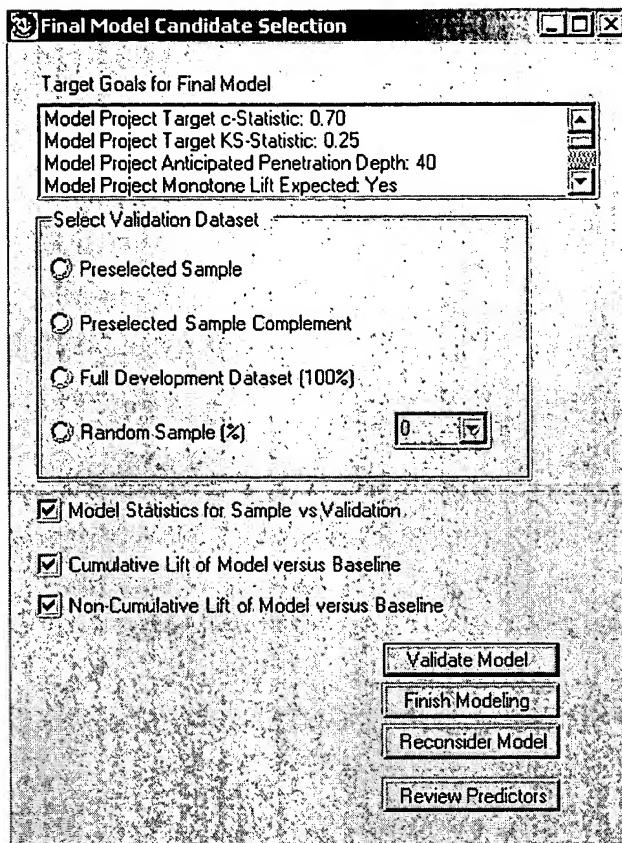
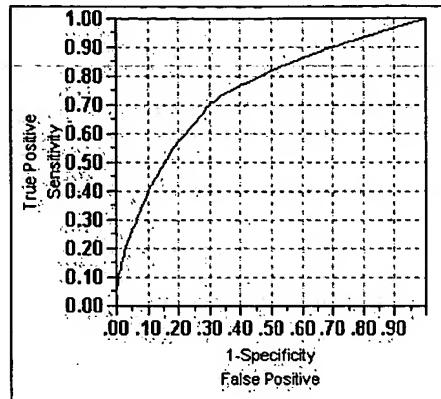
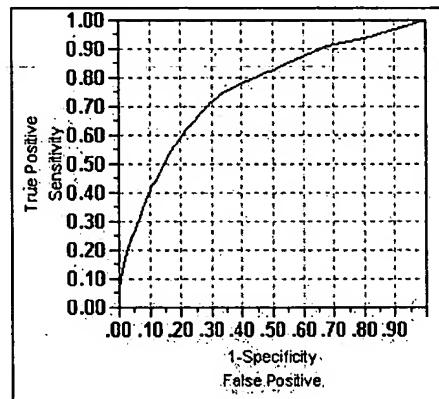


FIG. 25A

**Receiver Operating Characteristic**

Using Current\_Purchase='1' to be the positive level  
Area Under Curve =  
0.74906

FIG. 25B

**Receiver Operating Characteristic**

Using Current\_Purchase='1' to be the positive level  
Area Under Curve =  
0.75884

FIG. 25C



FIG. 26

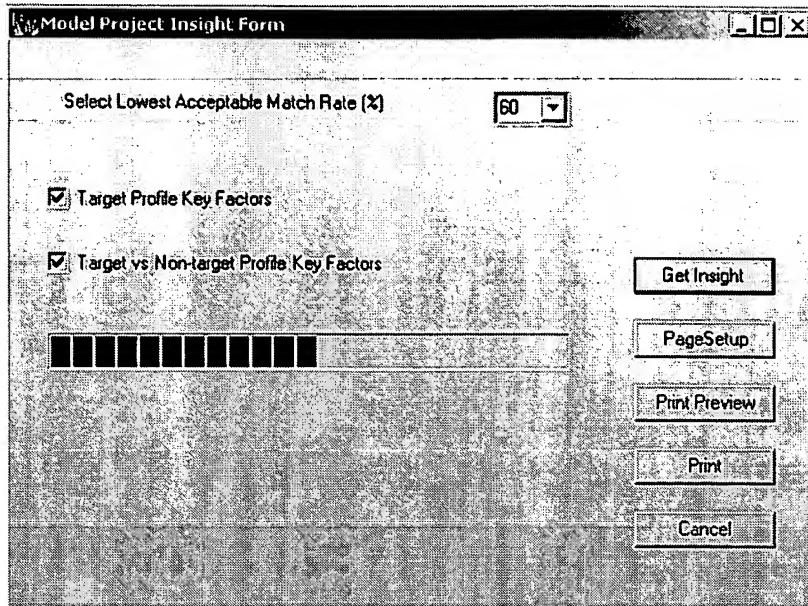


FIG. 27A

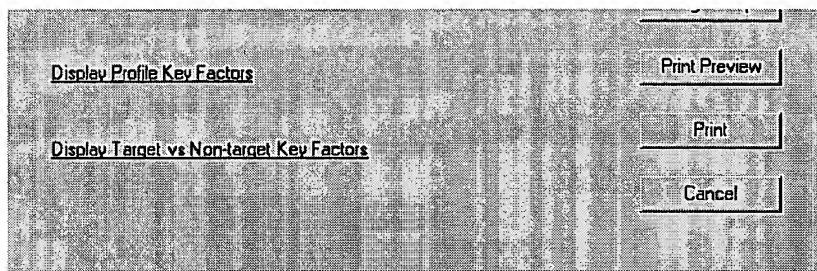


FIG. 27B

Fortelligent Analytic Platform Output - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back  Home  Search  Favorites  Media

Address

FREE TRIAL VERSION  ANONYMIZER PROTECTION IS: OFF SECURITY: NORMAL MAXIMUM CUSTOM

## Current\_purchase Profile

Existing users of Current\_purchase tend to be . . .

1. Purchase of first kind in recent campaign
2. Contacted before purchase of first kind
3. Contacted within last 8 months
4. Purchase of second kind in recent campaign
5. No purchase of first kind in recent campaign
6. Recently purchased
7. Contacted before purchase of second kind
8. located in Zone 6

FIG. 27C



FIG. 27D